

08/03/86 11:00 (910) 741 4608

RJR-SALES EXEC. 1200 NY METRO

001/002



Fax Cover Sheet

Attention: Alice

Don is questioning  
what is circled in the  
attached profile. Please  
check this out for me.

From: Deb

Deb

Phone: (910) 741-4515

Page 1 of 2

Our Fax No.: (910) 741-4606

"WE WORK FOR SMOKERS"

51853 1534

<b>Name:</b> Perry Sumas <b>Title:</b> President	<b>Company:</b> Village Supermarkets
<b>Address:</b> 733 Mountain Avenue Springfield, NJ 07081	<b>Telephone:</b> (201) 467-2200 <b>Fax:</b> (201) 467-6582 <b>Chain/SIS #:</b> 1174-02-00
<b>History/General Information of Chain/Account</b> (I.E., ownership, acquisitions, restructuring, etc.) <ul style="list-style-type: none"> <li>• Chain founded as single store in 1938. Original founding member of Shop Rite Co-op which now numbers 178 high volume supermarkets located in NJ, NY, PA, DE and CT.</li> <li>• The company also owns a Shop Rite group of 7 stores located in Southern New Jersey - Starn's Shop Rite.</li> <li>• In 1992, with a dramatic decline in net earnings due to the recession and increased competition, Village closed one store and sold off one store.</li> <li>• Shop Rite as a store group is the number one grocery retailer in this market.</li> </ul>	
<b>Business Profile</b> <ul style="list-style-type: none"> <li>• Trading Area: NJ and PA</li> <li>• Type of Operation: Supermarkets</li> <li>• Partners Plan/Participation: N/A</li> <li>• Private Label: Worth</li> <li>• Direct Account (Yes/No): No      • EFT (Yes/No/NA): N/A      • % EFT: N/A</li> <li>• If Wholesaler, Number of Branches: N/A</li> <li>• If Wholesaler, Number of Retail Outlets Served: N/A</li> <li>• If Wholesaler, Major Chains Supplied: N/A</li> <li>• If Not Direct Account, Major Cigarette Supplier: Wakefern Food Corporation</li> <li>• Although most stores do not display, advertise or participate in cigarette contractual programs, this chain averages sales of 500+ per week.</li> <li>• Robert and James Sumas are extremely active in the operation of their supplier, food co-op Wakefern. Both individuals sit on the board and buying committees.</li> <li>• Average weekly ACV - \$450.00      <i>450,000 this doesn't look right.</i>      <i>Debbie October 9/5</i></li> </ul>	
<b>Merchandising Profile</b> <ul style="list-style-type: none"> <li>• Signed NSS Carton contract and SDI Savings Display contract 2/95 (NSL2A). Retail Partner retail accrual match contract.</li> <li>• The original Village Group of stores does not merchandise single packs. Packs are sold from vending machines. A number of presentations have been made with regard to this issue.</li> <li>• Recently purchased Starn's Stores sell single packs non self-service and controlled self service.</li> <li>• When a decision is made to merchandise single packs, RJR has the necessary relations to gain all merchandising.</li> </ul>	
<b>Current RJR Business Issues (Hot Topics)</b> <ul style="list-style-type: none"> <li>• Some stores still do not sell single packs other than Doral and Worth.</li> </ul>	
<b>Personal</b> Spouse: Deceased      Home Address: 381 Longhill Drive Interests: Golf      Short Hills, NJ 07078	
<b>Education/Civic-Political-Business Associations and Activities/Etc.</b> <ul style="list-style-type: none"> <li>• </li> </ul>	